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Thrifty Farmers are planting PIONEER 322 and 324 Round Kernels



There's More PROFIT in 'em!

Thrifty farmers are turning to Pioneer 322 and 324 round kernels. They are taking advantage of the long-time high yield records of these hybrids—and the higher profit they reap from Pioneer round kernels.

Look at the official yield records of Pioneer 322 and 324 on the next two pages . . . proof of their profit-making quality. And you'll learn on the last page how practical and profitable Pioneer round kernels really are . . . how much easier they are to plant than you thought.

THESE PLANTER PEOPLE SAY, "ROUND KERNELS EASY TO PLANT"

JOHN DEERE PLOW CO., says:

We are in position to supply corn planter plates, with cells of special design, for the planting of irregular shaped and round kernels, with a high degree of accuracy when such corn is well graded. We have pioneered in the development of such plates and now have available for our planters 160 different types of plates for handling various kinds of seed.

J. I. CASE COMPANY, says:

Our planter designers have provided a series of plates which will accurately plant well graded round kernels. In addition, our planters are provided with a reversible floor plate which is flat on one side and grooved on the other to adapt them further to the planting of irregular and round shaped kernels.

MINNEAPOLIS-MOLINE CO., says:

All our planters are built with a combination drop hopper which permits the use of either edge drop seed plates or round hole seed plates. For round and rounding kernels we definitely recommend the use of round hole plates and the Minneapolis-Moline planter can and will plant well-graded round kernels satisfactorily and with a high degree of accuracy in drop.

HAYES PLANTER COMPANY, says:

It has been our pleasure to recommend round kernels of hybrid corn, particularly for our Hayes planter, because it will handle them perfectly, and we believe that the round kernels are just as profitable to plant—in fact, grow just as good hybrid corn as the flat kernels. We know that our planter will plant round kernels, and do it in a highly effective and satisfactory manner.

OLIVER FARM EQUIP. CO., says:

We have available, as standard equipment, 28 regular hybrid plates. Past experience has proven that our plates will handle round kernels satisfactorily. These plates are available as extra equipment or can be ordered with planter at no extra cost.

Get a NEW SLANT on Pioneer Round Kernels on Last Page

Pioneer 322

First in Yield—First in Dependability

HERE'S *Official* PROOF IOWA CORN YIELD TEST (1939 Bulletin P-2)

North Central Section—4-Yr. Avg. *First in Yield!*

Pioneer Number	Bushels Per Acre	Moisture Per Cent	Lodging Per Cent
322	*70.62	19.1	15.2
Avg. Hybrid	68.17	19.9	18.3
Avg. O.P.	61.65	20.4	33.7

Northern Section — 4-Yr. Average *First in Yield!*

FIRST IN LODGING RESISTANCE!

Pioneer Number	Bushels Per Acre	Moisture Per Cent	Lodging Per Cent
322	*73.38	21.0	†11.6
Avg. Hybrid	66.63	19.7	18.5
Avg. O.P.	57.87	18.7	36.9

*FIRST IN YIELD AMONG ALL HYBRIDS.
†First in Lodging Resistance Among All Hybrids.
Avg. Hybrid—Average of all hybrids.
Avg. O.P.—Average of all open-pollinated corn.

A SUPERIOR HYBRID

Look at the official record of Pioneer 322 shown on the left . . . a four-year trial of top yielding performance . . . proof of superior quality and superior profit-making ability.

In the official Iowa Corn Yield Test . . .

It's *FIRST IN YIELD* among all hybrids with a four-year average in the North Central Section . . . *FIRST IN YIELD* and *FIRST IN LODGING RESISTANCE* among all hybrids with a four-year average in the Northern Section.

These records were made under growing conditions similar to those that exist on your farm.

It's no wonder thousands of North Central and Northern Corn Belt farmers insist upon planting Pioneer 322 each year—and benefiting from its long-time, high yielding dependability.

PIONEER 322 GIVES YOU THESE Five Advantages

- ★ Easy to harvest with machine picker.
- ★ Resists ear dropping.
- ★ Dries out rapidly . . . has small cobs.
- ★ Usually overruns measured cribs 5 to 15%.
- ★ Has long-time high yield average.

You can order from your local Pioneer representative or directly from the Pioneer Hybrid Corn Company, Des Moines, Iowa.



Results of 1940 Local County Yield Tests

LYON COUNTY

	Yield Bu.	Moisture %
*Pioneer 322	60.37	13.62
†Avg. Comp. Hybrid	53.31	14.20

*Outyielded only by one competitive hybrid.
†Average of 32 competitive hybrids.
Three Pioneer hybrids among first four places.

FRANKLIN COUNTY

	Yield Bu.	Moisture %
Pioneer 322	72.24	19.0
*Avg. Comp. Hybrids	67.65	21.1

*Average of 26 competitive hybrids.

CERRO GORDO COUNTY

	Yield Bu.	Moisture %
*Pioneer 322	86.56	20.36
†Avg. Comp. Hybrids	76.42	22.70

*Third in yield—outyielded only by later hybrids.
†Average of 40 competitive hybrids.

CONDUCTED BY COUNTY AGENTS AND VOCATIONAL AGRICULTURAL INSTRUCTORS

Compare Pioneer 322 with the average hybrid

Notice the difference in yield between Pioneer 322 and the average of competitive hybrids entered in the tests . . . further official proof of Pioneer 322's big yielding, profit-making ability.

WORTH COUNTY

	Yield Bu.	Moisture %
*Pioneer 322	88.6	20.9
†Avg. Comp. Hybrids	74.8	23.0

*First in yield.
†Average of 41 competitive hybrids.

FLOYD COUNTY

	Yield Bu.	Moisture %
Pioneer 322	104.6	28.8
†Avg. Comp. Hybrids	96.1	29.2

†Average of 41 competitive hybrids.

CLINTON COUNTY

(3-year average)

	Yield Bu.	Moisture %
Pioneer 322	90.42	19.7
*Avg. Comp. Hybrids	88.42	21.1

*Average of all 4 competitive hybrids. All four have higher moisture content than Pioneer 322.

TESTS REPORTED ABOVE WERE NOT PRIVATELY CONDU

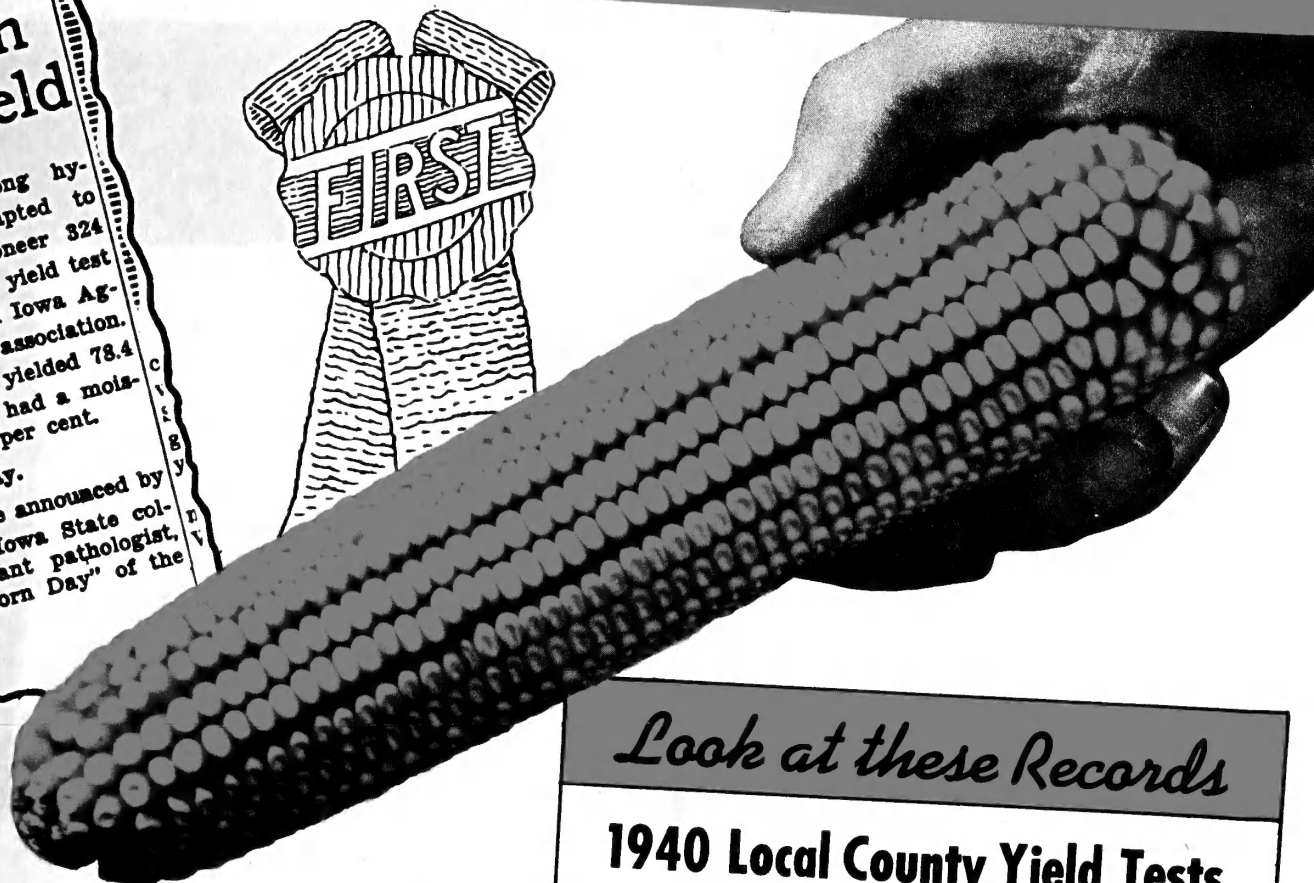
Pioneer Corn First in Yield

KANAWHA, IA.—Among hybrid corn varieties adapted to north central Iowa, Pioneer 324 ranked first in the 1940 yield test conducted by the North Iowa Agricultural Experiment association. The Pioneer hybrid yielded 78.4 bushels per acre and had a moisture content of 22.4 per cent.

Corn Day.

Yield results were announced by Dr. C. S. Reddy, Iowa State college extension plant pathologist, at the annual "Corn Day" of the association here.

(Reprint
from
Des Moines
Tribune
Nov. 7
1940)



PIONEER 324

First Among Adapted
Hybrids

IN 1940 YIELD TEST CON- DUCTED BY NORTH IOWA AGRICULTURAL EXPERIMENT ASSOCIATION

Pioneer 324 was the highest yielding hybrid among adapted varieties in the 1940 Corn Yield Test conducted at Kanawha, Iowa, in Hancock County, by the North Iowa Agricultural Experiment Association.

Forty-nine varieties were tested. Pioneer 324 yielded 78.4 bushels per acre. It *outyielded the average commercial hybrid by 7 bushels per acre . . .* and had the same moisture content as the average commercial hybrid.

The Association with the assistance of Dr. C. S. Reddy, Iowa State College Extension Plant Pathologist, conducts the yield test each year for the purpose of finding those hybrids best suited in yield and maturity to North Central Iowa.

CHARACTERISTICS OF PIONEER 324

- Tassels and dents earlier than Pioneer 322.
- Usually produces one large ear per stalk.
- Shells less when picked with mechanical picker.
- Good feeding, medium-soft starch kernels.
- Attractive looking fields.

Look at these Records

1940 Local County Yield Tests

Conducted by County Agents and
Vocational Agricultural Instructors

BLACK HAWK COUNTY

	Yield Bu.	Moisture %
*Pioneer 324	79.3	21.1
†Avg. Comp. Hybrids	70.7	22.0
*First in yield in test.		
†Average of 7 competitive hybrids.		

HANCOCK COUNTY *Kanawha Test*

	Yield Bu.	Moisture %
*Pioneer 324	78.4	22.4
†Avg. Comp. Hybrids	69.5	22.4
*First in yield among adapted hybrids.		
†Average 26 competitive commercial hybrids.		

BREMER COUNTY

	Yield Bu.	Moisture %
*Pioneer 324	80.7	20.6
†Avg. Comp. Hybrids	71.1	22.2
*Second in yield. Outyielded only by later hybrid.		
†Average of 15 competitive hybrids.		

POSTVILLE, IOWA, TEST

	Yield Bu.	Moisture %
*Pioneer 324	111.7	18.5
†Avg. Comp. Hybrids	85.6	19.7
*First in yield in test.		
†Average of 19 competitive hybrids.		

EMMET COUNTY

	Yield Bu.	Moisture %
*Pioneer 324	82.19	24.51
†Avg. Comp. Hybrids	72.43	23.45
*Second in yield in test.		
†Average of 18 competitive hybrids.		

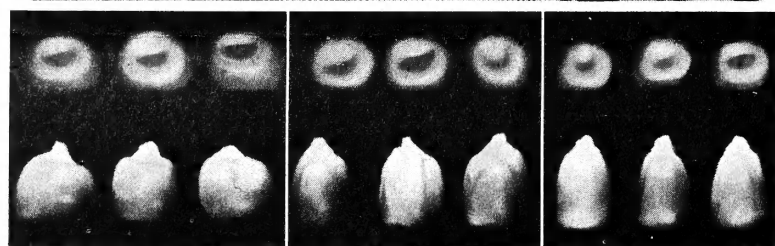
PALO ALTO COUNTY

	Yield Bu.	Moisture %
*Pioneer 324	81.3	14.87
†Avg. Comp. Hybrids	71.1	15.44
*First in yield in test.		
†Average of 11 competitive hybrids.		

TED . . . THEY WERE OFFICIAL, PUBLIC AND IMPARTIAL



*Okay . . . If Pioneer round kernels
are as good as the flat ones
then why are they \$150 to
\$250 cheaper?*



LARGE ROUND

MEDIUM ROUND

SMALL ROUND

More Profit from Pioneer Round Kernels

Many thrifty farmers are learning that they can make more profit on their crop by planting Pioneer round kernels. They save \$1.50 to \$2.50 per bushel on seed—and round kernels yield just as much as flat kernels. They make more profit because their seed investment is lower and their yield return just as large. Pioneer round kernels produce just as vigorous a stand and just as big a yield as flat kernels because they possess exactly the same breeding . . . exactly the same parentage.

Pioneer Round Kernels Now Easily Planted in Edge-Drop Planters

You can now plant Pioneer round kernels with ease and accuracy . . . even with an edge-drop planter. Corn planter manufacturers have developed plates with round notches to handle round grades of corn in both edge-drop and hill-drop planters. Pioneer round kernels now drop an average of 85 to 95% "three's to the hill" in both types of planters—because they are accurately graded and fit into round notch plates practically as well as flat kernels fit into flat notch plates. And you get planter plate recommendations with every sack of Pioneer to help you select the correct plates.

New Grading Methods Improve Uniformity and Appearance of Pioneer Round Kernels

Pioneer round kernels this year are more uniform in size than ever before . . . easier to plant . . . nicer in appearance. New grading methods developed by our research men now grade Pioneer round kernels for three dimensions—width, thickness, and length. Moreover, while our grading machines are operating, we use actual corn planters to check the accuracy of drop. If the planters do not drop satisfactorily, the grading machines are adjusted. This results in more accurate planting—even stands—better appearance than ever before achieved with Pioneer round kernels.

BECAUSE . . .

Before the days of hybrid corn, most farmers butted and tipped their seed corn and planted only the flat kernels. Practically no round kernels were planted.

When Pioneer corn breeders introduced hybrid seed corn, most farmers, through force of habit, hesitated to plant round kernels, and were unwilling to pay as much for them as flat kernels. Round kernels of hybrid seed corn were difficult to plant in those early days . . . they weren't as uniform in size, proper plates had not been made to handle them, and they were unattractive in appearance.

For these reasons, 15 years ago, when Pioneer flat kernels sold for \$12.00 a bushel, the round kernels sold for less than one-half this price.

However, since that time, the relative value of Pioneer round kernels has gone up because the old objections to them have mostly been overcome. Today they sell for about one-fifth less than the flat sizes. This is still quite a substantial saving and thrifty farmers are taking advantage of it.

"Master Corn Grower" Medals won with PIONEER ROUND KERNELS

YIELD OVER 100 BUSHELS PER ACRE IN OFFICIAL 1940 IOWA TEN-ACRE YIELD CONTESTS

Pioneer round kernels won "Master Corn Grower" awards for these farmers in the following 1940 official County Ten-Acre Yield Contests.

DELAWARE COUNTY

*Wm. Haeussler, Ryan . . . 124.1 bu. per acre

CLINTON COUNTY

C. A. Minnaert, Wheatland . . . 110.79 bu. per acre

LINN COUNTY

Allen McArthur, Springville . . . 102.2 bu. per acre

MARSHALL COUNTY

W. D. Robinson, Marshalltown . . . 107.7 bu. per acre

FOUR COUNTY CONTEST AT ACKLEY, IOWA

C. O. Myers & Son, Beaman . . . 120.7 bu. per acre

Edmund McGough, Ackley . . . 118.11 bu. per acre

Martin J. Ryken, Ackley . . . 106.7 bu. per acre

Harry and O. W. Ryken . . . 106.18 bu. per acre

Geo. A. Mark, Iowa Falls . . . 101.3 bu. per acre

*Won first place.

The Official Iowa Ten-Acre Yield Contests are sponsored by local county organizations approved by the Iowa Corn and Small Grain Growers' Association. Every farmer whose contest field yields over 100 bushels per acre wins a "Master Corn Grower" Medal awarded by the Iowa Corn and Small Grain Growers' Association at an annual meeting held in February at the Iowa State College, Ames, Iowa.

Plant PIONEER Round Kernel for more PROFIT